

## ORDER



**Orders**  
**Order / Rev:** 183312  
**Alt Order #:**  
**Product Desc:** House Majority PAC  
**Estimate:** 1420  
**Flight Dates:** 10/12/12 - 10/18/12  
**Original Date / Rev:** 07/17/12 / 10/09/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/House Majority PAC  
**Demographic:** A25-54  
**Product Codes:** PL23-Issue/Prop  
**Priority:** P3  
**Revenue Codes:** POL, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	30	\$65,375.00	\$55,568.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$65,375.00	\$55,568.75	0.00
<b>Totals</b>	<b>30</b>	<b>\$65,375.00</b>	<b>\$55,568.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/16/12	10/18/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	-TWT---	:30	3	\$350.00	P3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/16/12	10/22/12	-TWT---	3			\$350.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KMGH	10/16/12-10/22/12		7News at 5AM		5AM-530AM	-TWTh----	1:00		\$600.00		0.00	NM		
5	KMGH	10/16/12-10/22/12		7News at 5AM		5AM-530AM	-TWTh----	1:00		\$600.00		0.00	NM		
6	KMGH	10/16/12-10/22/12		7News at 5AM		5AM-530AM	-TWTh----	:30		<del>(\$350.00)</del>		0.00	NM		
Credited															
N 2	KMGH	10/16/12	10/18/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	-TWT---	:30	3	\$350.00	P3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/16/12	10/22/12	-TWT---	3			\$350.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KMGH	10/16/12-10/22/12		7News at 530AM		530AM-6AM	-TWTh----	1:00		\$600.00		0.00	NM		
5	KMGH	10/16/12-10/22/12		7News at 530AM		530AM-6AM	-TWTh----	1:00		\$600.00		0.00	NM		
6	KMGH	10/16/12-10/22/12		7News at 530AM		530AM-6AM	-TWTh----	:30		<del>(\$350.00)</del>		0.00	NM		
Credited															
N 3	KMGH	10/16/12	10/18/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	-TWT---	1:00	3	\$1,250.00	P3	0.00	NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/16/12	10/22/12	-TWT---	3			\$1,250.00	0.00						
N 4	KMGH	10/16/12	10/18/12	GMA M-F 7-9A / KMGH	CA	7A-9A	-TWT---	1:00	3	\$1,500.00	P3	0.00	NM	3	\$4,500.00

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 Alt Order #:  
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: Issue/House Majority PAC  
 Product Desc: House Majority PAC  
 Estimate: 1420  
**KMGH**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA M-F 7-9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWT - - -			3		\$1,500.00		0.00				
N 11	KMGH	10/16/12	10/18/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	- TWT - - -	1:00	3	\$900.00	P3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWT - - -			3		\$900.00		0.00				
N 12	KMGH	10/16/12	10/18/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a	- TWT - - -	1:00	3	\$900.00	P3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWT - - -			3		\$900.00		0.00				
N 13	KMGH	10/16/12	10/18/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	- TWT - - -	1:00	3	\$960.00	P2	0.00	NM	3	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWT - - -			3		\$960.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	KMGH	10/16/12-10/22/12		11A-12P News/KMGH		11A-12P	- TWTh - - - - -	1:00		\$955.00		0.00	NM		
N 15	KMGH	10/16/12	10/18/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	- TWT - - -	1:00	3	\$1,000.00	P3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWT - - -			3		\$1,000.00		0.00				
N 18	KMGH	10/16/12	10/18/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	- TWT - - -	1:00	3	\$1,800.00	P3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWT - - -			3		\$1,800.00		0.00				
N 19	KMGH	10/13/12	10/13/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	- - - - - S -	:30	1	\$450.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	- - - - - S -			1		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KMGH	10/09/12-10/15/12		5-6p News Saturday		5P-6p	- - - - - Sa - -	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 23.2															
[prg chg. Nascar Countdown airing 5-530pm. Nascar airing 530-9pm. sv 8/22/12]															
N 20	KMGH	10/14/12	10/14/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	- - - - - S	1:00	1	\$1,050.00	P3	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	- - - - - S			1		\$1,050.00		0.00				
N 21	KMGH	10/16/12	10/18/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	- TWT - - -	1:00	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWT - - -			1		\$6,000.00		0.00				
N 22	KMGH	10/16/12	10/18/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	- TWT - - -	1:00	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWT - - -			1		\$6,000.00		0.00				
N 24	KMGH	10/15/12	10/15/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M - - - - -	1:00	1	\$20,000.00	P2	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	M - - - - -			1		\$20,000.00		0.00				
N 29	KMGH	10/16/12	10/18/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	- TWT - - -	1:00	1	\$5,000.00	P2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- TWT - - -			1		\$5,000.00		0.00				
													Totals	30	\$65,375.00